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BOARD OF DIRECTORS MEETING AGENDA
Wednesday, January 20
Sarkeys Foundation, 530 E. Main Street, 11:30 a.m.

Executive Session:

I. Finances

Action: Adjourn out of Regular Session and convene into Executive Session for discussion of Major Strategic Business Issue Related to Finances.

Action Items:

II. Budget

Action: Consider approval of revisions to FY 2010 budget.

III. Vision and Mission Statements

Action: Consider approval of new Vision and Mission Statements.

IV. Executive Committee

Action: Consider approval of appointments to CVB Executive Committee.

V. Minutes

Action: Consider approval of December NCVB board meeting minutes.

VI. Financials

Action: Consider receiving December financials and filing for audit.

Discussion Items:

VII. City Council Oversight Committee

VIII. Brand Platform Initiative

Reports:

IX. Key Indicators

X. Key Initiatives

XI. City Issues

XII. Developments

XIII. Partner Reports

Adjournment: 1:00 p.m.

MISSION: *The mission of the Norman Convention and Visitors Bureau is to attract and provide services for conferences, meetings and visitors from around the world to the Norman community.*

The NCVB is the official destination marketing organization promoting Norman as a convention, sports and tourism destination. Annually Norman realizes in excess of \$138 million new dollars to our community through tourism.

BUREAU CALENDAR NOTES

Marketing Task Force, Monday, January 25, 4:00 p.m., CVB Boardroom

Sports Committee, Thursday, January 28, 8:00 a.m., CVB Boardroom

CVB / Hoteliers Chat, Thursday, January 28, 4:00 p.m., tentatively Best Western

OTIA/OHLA/ORL Legislative Reception, Tuesday, February 2, 5:30 p.m., OKC

Finance Task Force, ~~Tuesday, February 2, 4:00 p.m.~~, *to be rescheduled*, CVB Boardroom

Organization Development Task Force, Thursday, February 4, 4:00 p.m., CVB Boardroom

Norman CVB Executive Committee, Wednesday, February 10, 8:30 a.m., CVB Boardroom

President's Day, Monday, February, 16 – OFFICE CLOSED

Norman CVB Board of Directors Meeting, Wednesday, February 18, 9:00 a.m., Embassy Suites

FESTIVALS / EVENTS*

Larry the Cable Guy, Riverwind Casino, January 22

OU Basketball – OU women vs. Kansas, January 23

OU Basketball – OU men vs. Iowa State, January 27

Firehouse Art Center 28th Annual Chocolate Festival, Saturday, January 30

OU Basketball – OU women vs. Texas, February 3

Opening Reception Revisiting the New Deal, Fred Jones Jr. Museum of Art, February 5

OU Basketball – OU men vs. Texas, February 6

OU Basketball – OU men vs. Texas Tech, February 9

OU Basketball – OU women vs. Baylor, February 10

OU Wrestling/Gymnastics, February 12

Art a'la CART / Second Friday Circuit of Art, February 12

Mardi Gras Parade, February 13

*Events are provided to allow board members the opportunity to attend and give CVB “presence” at local events.